TIME: 7:29
DATE: 12/10/54
SPONSOR: EMPSALLS
SOLICITOR: MALMUD

HERE YOU ARE, GALS, A FEW GOOD TIPS ON ENJOYING THE COLD WEATHER. WARM UNDERWEAR IS WORTH TRIPLE ITS WEIGHT IN SWEATERS. A GOOD WOOL SKIRT IF WORTH TWICE ITS WEIGHT IN SWEATERS. IF YOU'RE SKIING, OR THE WIND IS BLOWING, A GOOD WINDBREAKER IS WORTH MORE THAN ALL THE REST COMBINED. GENERALLY SPEAKING, SEVERAL LAYERS OF CLOTHING IS MUCH WARMER THAN ONE OR TWO HEAVY LAYERS, AND HAS THE ADDED ADVANTAGE OF BEING DISCARDED ACCORDING TO THE TEMPERATURE. WHO IS GIVING ALL THIS ADVICE? EMPSALLS SPORT SHOP, OF COURSE. AND WHY?.. BECAUSE THEY SELL ALL THIS CLOTHING...EVEN SWEATERS. YES, YOU'LL FIND IT ALL, FROM DUOFOLD UNDERWEAR TO THE LATEST STYLE IN PARKAS AND PANTS, AT EMPSALLS. ONLY THE ADVICE IF FREE: YOU'LL HAVE TO PAY VERY MODERATE PRICES FOR THE SKI WEAR. CHOSE FROM THE LARGEST SELECTION OF LADIES' SKI WEAR IN TOWN AT EMPSALLS SPORT SHOP, PRACTICALLY ON CAMPUS, IN THE HEART FO GREEN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON
THE CORRECT TIME IS NOW

ANN. SIGNATURE: